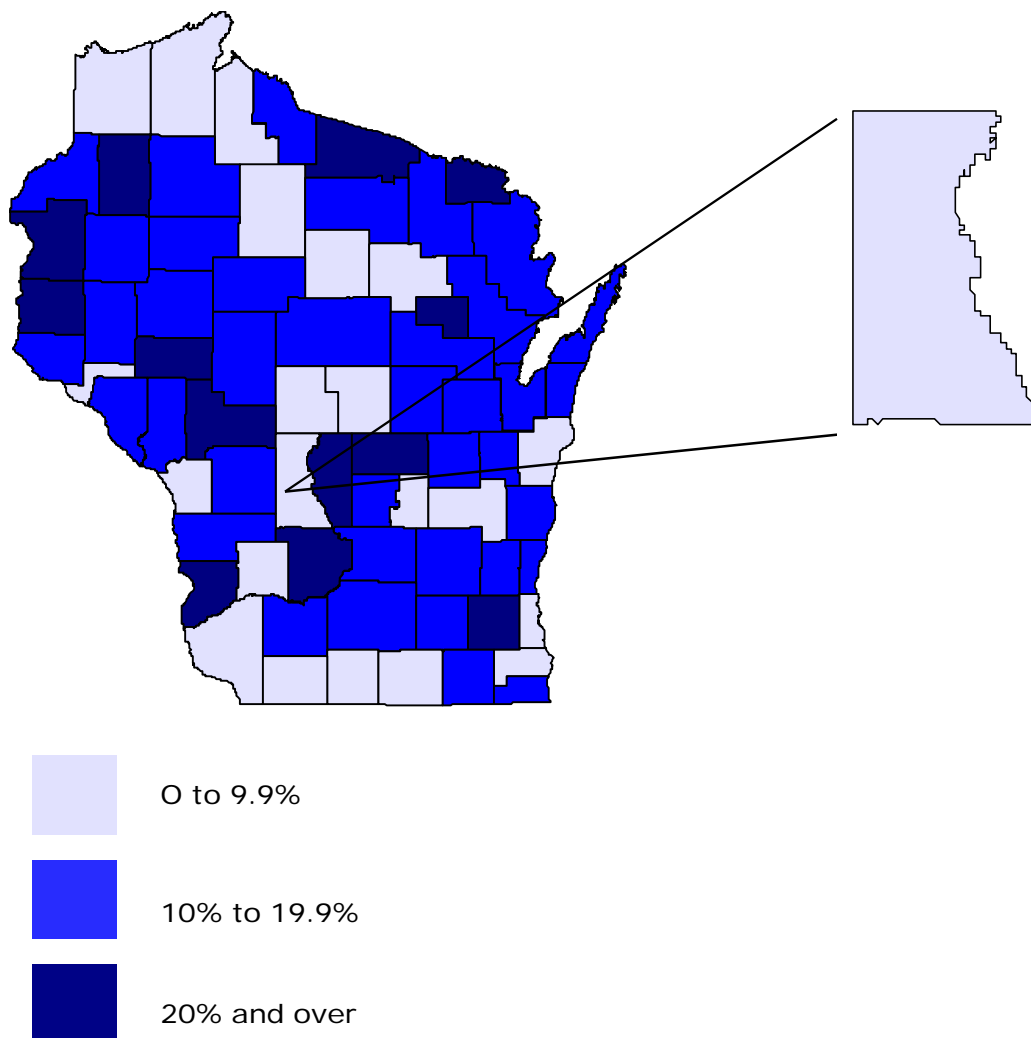


# Juneau County Workforce Profile

Job Growth 1994 to 1999



**Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001**



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Juneau County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

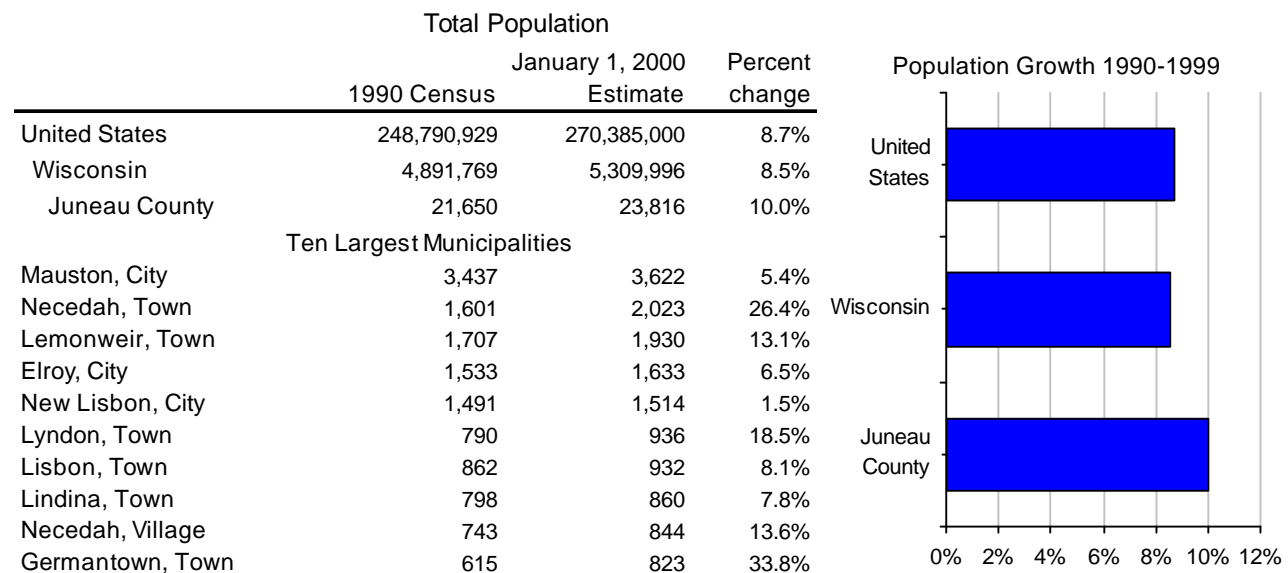
For more detailed information or clarification, please contact your local labor market analyst,  
Bill Brockmiller, by telephone (608-785-9337) or email ([brockwi@dwd.state.wi.us](mailto:brockwi@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Juneau County Population and Civilian Labor Force

Juneau County's population increased ten percent during the first nine years of the 1990s, the largest percent change during that time period in the eight county area commonly referred to as Western Wisconsin. (If institutional population is removed from Jackson County's total.) Juneau County population has grown faster than the state and national rates of growth.

Most of the population gain in Juneau County is the result of more people moving into the county than moving out of the county (net migration). Net migration accounted for a 8.2 percent population gain over the time period. Juneau County's population increased 1.8 percent by having more births than deaths (natural increase). Some towns and villages in Juneau County have enjoyed recent popularity as places to build retirement homes, thus increasing population in those areas.



\* Juneau County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market.

The labor force grows and contracts with changes in the population and changes in the seasons. Each spring, the Juneau County labor force expands as seasonal workers begin searching for summer jobs. The labor force is dependent on the number of residents in the county; and their interest in the jobs that are available.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The pie graph below represents graphically the participation rate in Juneau County. Juneau County has a lower rate of participation in the workforce (57.4 percent, 1999) than does the nation (67.1) or the State of Wisconsin (72.3). The county rate has continued to decline throughout much of the 90s decade. This is partly due to employment declines in certain industries over the past decade. The large percentage of residents identified as "not in the labor force" is partly related to the individuals moving into Juneau County to retire. However, the number of people retiring in Juneau do not fully explain the lack of participation in the Juneau County workforce.

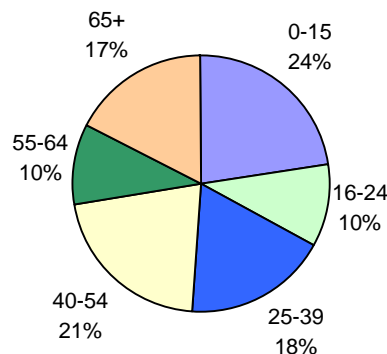
Over 40 percent of the resident population aged 16 and over is neither working nor looking for work in Juneau County. Only three of Wisconsin's 72 counties have lower participation rates than Juneau's. Juneau's participation rate has declined 3.5 percent during the decade.

Juneau County employer's future recruitment efforts will likely include ways in which to increase the participation rate. Like most of Wisconsin, Juneau County is experiencing a decline in population aged between 25 and 39 years of age, and increasing populations in the older age cohorts. Profound demographic shifts such as these will have a major impact on shape of the future workforce in Juneau. Employers will need to examine their recruitment strategies in order to appeal to the new workforce demographic.

Juneau County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	5,274	5,421	2.8%
16-24	2,215	2,434	9.9%
25-39	4,666	4,345	-6.9%
40-54	3,505	5,007	42.8%
55-64	2,216	2,470	11.5%
65+	3,774	4,138	9.6%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Juneau County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	11,200	10,900	11,400	11,300	10,900	10,400
Employed	10,400	10,200	10,600	10,400	10,200	9,700
Unemployed	840	690	760	870	730	690
Unemployment Rate	7.5%	6.3%	6.6%	7.7%	6.7%	6.6%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

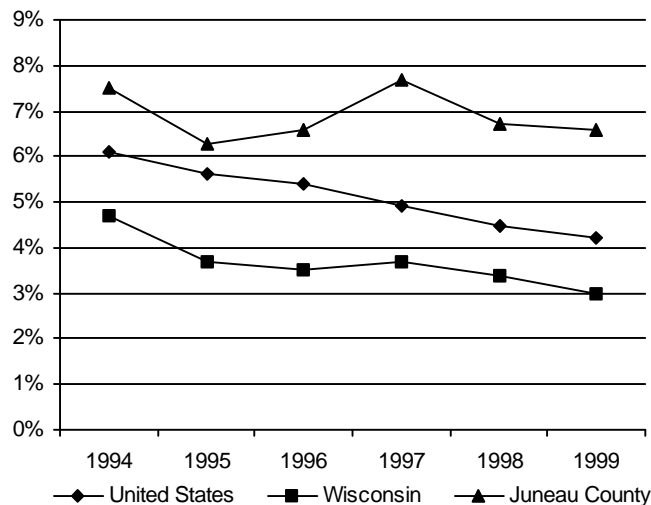
Juneau County unemployment rates fell slightly during the mid-90s, but has since increased again and has managed to maintain its position above both state and national unemployment rates. While most counties in Wisconsin watched unemployment rates drop dramatically during the decade, rates in Juneau County have declined nominally at best. Much of Juneau's large manufacturing base is tied to some of the more volatile manufacturing industries. A number of Juneau County manufactures have been affected by mergers and consolidations.

If someone drew a line from Green Bay, Wisconsin to Saint Paul, Minnesota and examined county unemployment rates north and south of the line, one would notice that Juneau County is the only county south of that line with unemployment rates consistently above six percent.

Sometimes the reasons for this appear rather perplexing, given Juneau's ideal location along the Interstate highway system and closeness to one of the state's largest tourism centers.

The answer to the riddle lies partly in the volatility of some of the specific manufacturing industries located in Juneau County. In addition, part of the puzzle may be found in the educational attainment of

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

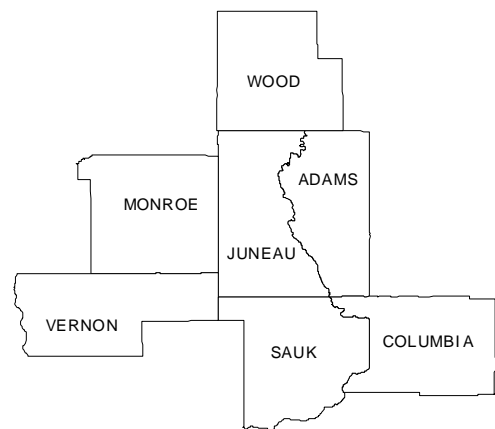
Juneau County residents. As of the 1990 Census (educational attainment data is not available yet from Census 2000), Juneau County had a lower than state or national percentage of persons with a college degree and a higher percentage of persons without a high school diploma. Lower education levels often experience higher unemployment. Persons with lower education levels also experience more job turnover and 'job-hop' more often.

## Juneau County Commuting Patterns

	Commute Into	Commute From	Net Commute
Monroe County	436	656	220
Wood County	124	165	41
Adams County	99	280	181
Sauk County	720	240	-480
Vernon County	101	231	130
Columbia County	131	23	-108
Elsewhere	308	133	-175
Total	1,919	1,728	-191

Work within Juneau County 7,453

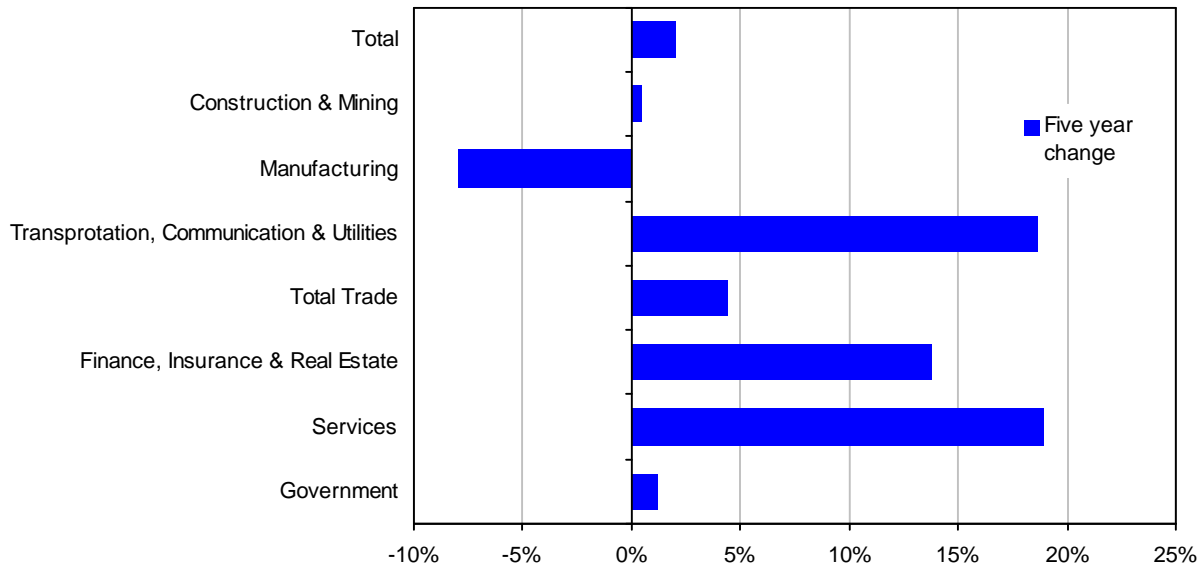
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



According to the 1990 Census data detailed above, Juneau lost a net of 191 workers daily, commuting to other counties for their employment. This number has likely increased since the Census was taken, partly due to the increasing number of workers commuting south out of Juneau to work in the tourist industry and other growing sectors contained in Sauk and Columbia Counties.

Juneau County commuting patterns changed only slightly since the 1980 Census, with one notable exception. In 1980, 342 Juneau County residents commuted south into Sauk County for work. In 1990, that figure more than doubled with a daily commute to Sauk County of 720. Persons commuting into Juneau from Sauk increased only modestly during the time period, from 215 in 1980, to 240 in 1990. Most analysts expect that the number of workers leaving Juneau County everyday to work in Sauk will increase when data is released from Census 2000. Commuting data from Census 2000 has not been released yet.

## Juneau County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
<b>Total</b>	8,897	8,761	9,015	9,022	9,052	9,074	0.2%	2.0%
<b>Goods Producing</b>	3,539	3,560	3,552	3,555	3,400	3,282	-3.5%	-7.3%
Construction & Mining	288	310	364	332	291	289	-0.4%	0.5%
Manufacturing	3,251	3,250	3,188	3,224	3,110	2,992	-3.8%	-8.0%
Durable	2,535	2,444	2,391	2,445	2,407	2,376	-1.3%	-6.3%
Nondurable	716	805	797	778	703	616	-12.4%	-14.0%
<b>Service Producing</b>	5,358	5,202	5,464	5,467	5,652	5,793	2.5%	8.1%
Transportation, Communications & Utilities	280	295	309	318	334	332	-0.4%	18.6%
Total Trade	1,763	1,742	1,772	1,785	1,740	1,841	5.8%	4.4%
Wholesale	304	301	314	315	257	242	-6.1%	-20.6%
Retail	1,459	1,441	1,458	1,470	1,483	1,599	7.8%	9.6%
Finance, Insurance, and Real Estate	204	180	187	194	225	232	3.2%	13.8%
Services & Misc.	1,348	1,493	1,494	1,503	1,637	1,603	-2.1%	19.0%
Total Government	1,763	1,492	1,701	1,667	1,715	1,784	4.0%	1.2%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm employment data measures the number of jobs within a county excluding agricultural, military, and self-employed workers. Juneau County had a modest increase in the retail trade component of the trade industry division in the five years presented above. The increase was partially off set by decreases in the wholesale portion of the trade industry. The service industry division experienced the largest percentage increase in employment during the 1994-1999 time span. There are a number of reasons for the increases in retail trade and service industry employment within Juneau County, not the least of which is Juneau's ability to attract tourist dollars to the county.

In 2000, travelers spent about 9.9 billion dollars while traveling across Wisconsin, or \$1,859 per Wisconsin resident. In Juneau County during the same time period, travelers spent 83.9 million dollars while in Juneau County. Spending per Juneau County resident equaled \$3,452, almost double the statewide average. The Wisconsin Department of Tourism estimates that in 2000 tourism dollars spent in Juneau added 2,340 jobs to employment totals in Juneau.

Increasing service sector employment levels in Juneau will also be fueled by the increasing age of the county, and the increasing retirement community in Juneau. As people age, they require more services including health services, personal care services, lawn care services, and other "hands-on" services.

# Juneau County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Fabricated Metal Products	11	1,215	12	224
Educational Services	9	780	-22	88
Health Services	20	773	18	55
Electronic & Other Electric Equipment	*	*	*	*
Eating And Drinking Places	56	536	24	79
Rubber And Misc. Plastics Products	6	452	63	-92
Automotive Dealers & Service Stations	24	429	-14	56
National Security And International Affa	*	*	*	*
Executive, Legislative, And General	26	276	-3	3
Special Trade Contractors	28	203	20	76

\*data suppressed to maintain confidentiality

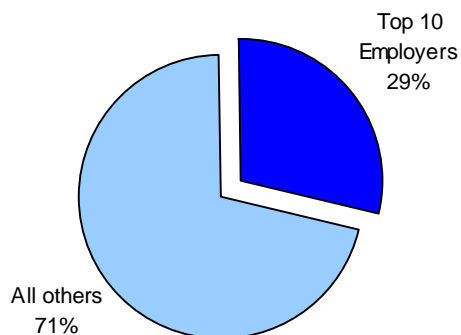
## Top 10 Private Employers

Company	Product or Service	Size
Walker Stainless Equipment	Fabricated Plate Metal Products	500-999
Best Power Technology	Electronic Components	250-499
Hess Memorial Hospital	General Hospital	250-499
Freudenbergnok (Farnam/Meillor)	Gaskets, Packing, and Sealing Devices	250-499
Brunner Drilling & Mfg	Fabricated Nut and Bolt Products	100-249
Rayovac *	Batteries	100-249
Pick N Save	Grocery Store	100-249
Tailor Made Products	Plastic Products	100-249
Leer Holdings	Air-Conditioning and Heating Equipment	100-249
Parker Hannifin	Power Valves and Hose Fittings	100-249

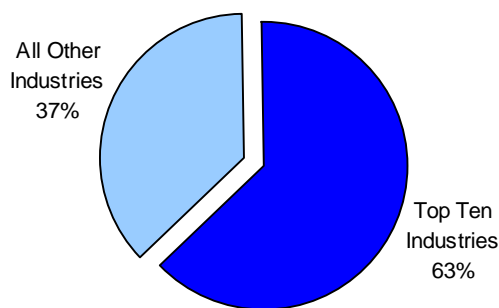
\* Closed during the second quarter of 2001

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LM I benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



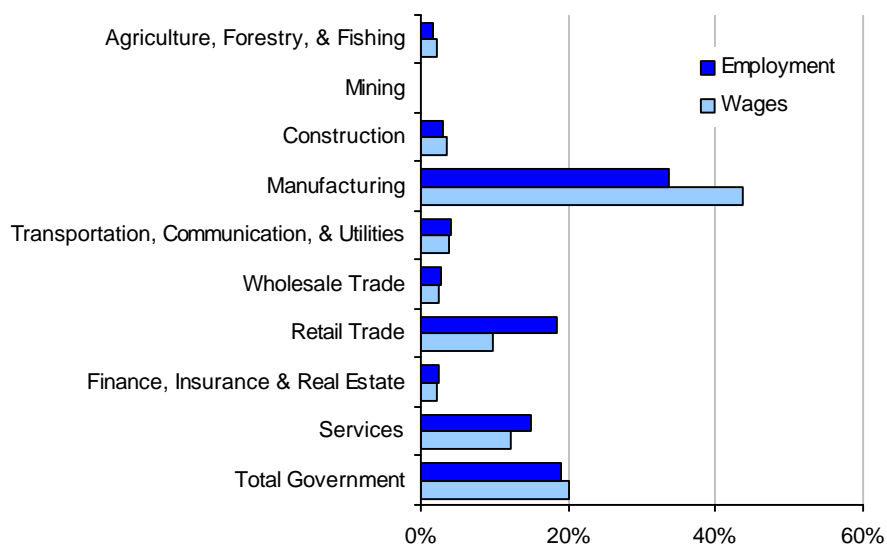
Many, if not most, of the employers listed on Juneau County's top 10 employer list have laid off workers and consolidated operations within the last several years. While the percentage of people working for one of the top 10 private employers in Juneau remained unchanged from 1998 at 29 percent, the actual number of workers declined slightly. The closing of the Rayovac facility in Wonewoc took place during the second quarter of 2001, and affected approximately 240 workers.

As of 1999, the top ten private sector employers still employed about three out of every 10 people working in Juneau County. Eight of the ten largest private employers were in the manufacturing industry. However, only three of the ten largest industries are in manufacturing.

## Juneau County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,238	\$29,609	78.5%	3.0%	19.0%	8,766
Agriculture, Forestry, & Fishing	\$29,027	\$21,499	135.0%	-10.7%	-11.3%	150
Mining	*	\$39,968	*	*	*	*
Construction	\$26,344	\$36,772	71.6%	4.8%	-5.8%	269
Manufacturing	\$30,307	\$37,773	80.2%	5.0%	24.6%	2,947
Transportation, Communications, & Utilities	\$21,990	\$34,523	63.7%	2.1%	12.0%	347
Wholesale Trade	\$22,726	\$38,048	59.7%	7.9%	17.7%	227
Retail Trade	\$12,282	\$15,066	81.5%	1.7%	21.1%	1,629
Finance, Insurance, & Real estate	\$20,598	\$37,911	54.3%	3.1%	22.8%	221
Services	\$18,929	\$26,041	72.7%	7.8%	30.9%	1,314
Total Government	\$24,519	\$32,017	76.6%	2.3%	19.7%	1,661

Total Employment and Wage Distribution by Industry Division



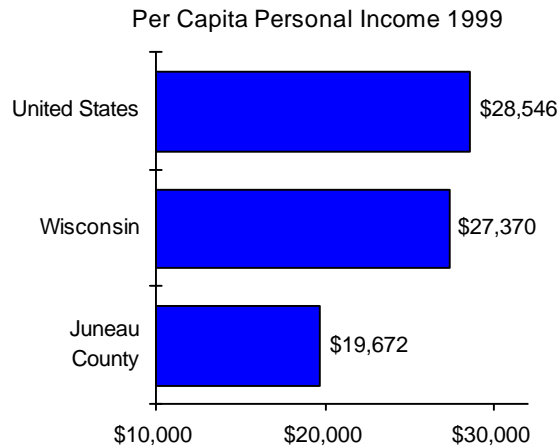
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The only industry in Juneau County which pays wages in excess of the statewide average is the agriculture, forestry, and fishing industry. Average annual wages paid in this industry in Juneau County are 135 percent of the statewide average. Most of the workers in this industry are employed by agriculture services establishments such as veterinarians and landscapers. In addition, some of the workers employed in this industry in Juneau work for firms that harvest and prepare cranberries. In 1999, only 150 workers were employed in this industry (this statistical series does not include numbers from individual family farms), and despite their high earnings, accounted for less than two percent of all wages paid in Juneau County.

In Juneau County, all other major industry divisions pay average annual average wages lower than the statewide average. The largest discrepancy appears in the finance, insurance and real estate industry (FIRE). Typically, major FIRE operations center around metropolitan areas, of which, Juneau County has none. In addition, most of the major FIRE operations in Wisconsin take place in the eastern or south central parts of the state. Western Wisconsin's financial institutions are often headquartered in Minnesota.

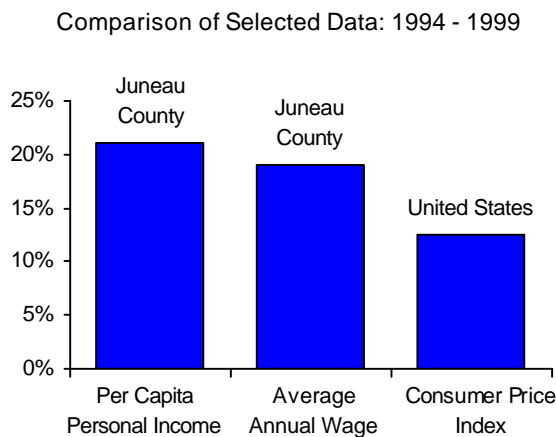
Manufacturing employment represents 34 percent of total employment and 44 percent of wages paid in Juneau County. One of the reasons why manufacturing accounts for a higher percentage of wages in the county compared to employment is attributable to the higher wages that skilled production workers are paid. Over-time wages also influence the total earnings of many manufacturing workers. At an average annual wage of \$30,307, Juneau County manufacturing employees earn 80.2 percent of the state average for manufacturing workers.

## Juneau County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Juneau County's per capita income fell four places in 1999, ranking 60th out of Wisconsin's 72 counties. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Juneau County per capita income has increased by 21.1 percent and wages earned in Juneau County have increased by 19 percent. Both measures of county income out gained the rate of inflation as measured by the Consumer Price Index, which rose less than 15 percent during the five year period.



The PCPI in Juneau County, with its increase of 21.1 percent in the last five years, lagged both national and state growth of 26.4 and 26.1 percent, respectively.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Juneau County	\$16,244	\$17,136	\$17,869	\$18,379	\$19,023	\$19,672	3.4%	21.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

### Selected Occupational Wage Data

	Mean	Median
Assemblers, Electronic	\$ 10.08	\$ 9.24
Assemblers, General	\$ 10.79	\$ 11.08
Amusement & Recreation Attendants	\$ 7.45	\$ 6.92
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Food Preparation Worker	\$ 6.97	\$ 6.62
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Production Worker - Helper	\$ 10.73	\$ 10.26
Registered Nurse	\$ 21.21	\$ 20.21
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.